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Odeon Cinemas Film Line Goes Live With Nuance Natural Language Speech Recognition

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Voice Europe '98, Stand # 115, LONDON, Oct. 20 -- Nuance Communications, the leading provider of speech recognition technology for V-Commerce(TM) and enhanced network services applications, today announced that its technology is being used for the Odeon Cinemas Film Line, allowing customers throughout the UK to obtain movie information. The new speech-enabled system builds on an existing system and enables Odeon to publish a single, easy-to-remember national telephone number. Callers are simply asked to say the name of the theater or town they wish to visit. Their response is recognized and the caller may then hear show times for that theater and also go on to make credit card bookings, simplifying the information and booking call for the customers. During the first weekend that the system was introduced, it handled over 30,000 calls.

Full Text (437 words)



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Industry: COMPUTER/ELECTRONICS; ENTERTAINMENT

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Nuance worked very closely with Telephonetics, one of the UK's leading telephony integrators who implemented the Odeon system in less than 6 months. The system uses Nuance 6, the most accurate natural language speech recognition engine available for English speakers. The Odeon Cinemas Film Line makes use of Nuance 6 language models for UK English speakers, which is specially designed to recognize accents and dialects particular to residents of the United Kingdom.

"We are excited that Telephonetics chose Nuance 6 for the Odeon Film Line," said Ronald Croen, president and


CEO of  **Nuance** Communications. "The system showcases the benefits of natural language speech recognition software and further demonstrates  **Nuance** global leadership in this field."

" **Nuance** natural language speech technology allowed us to very easily and effectively implement the Odeon system," says Anthony McKay, managing director of Telephonetics. "The first weekend the system went live, it handled the calls with an excellent success rate of more than 93%."

About Nuance 6

 **Nuance** 6 allows users to talk to computers as if they were speaking with human agents. By utilizing advanced linguistic and statistical models to interpret and understand natural human speech, **Nuance** 6 provides unparalleled accuracy across a range of devices, languages, applications and vocabularies. The scaleable client/server architecture of **Nuance** 6 handles call volumes and vocabularies of all sizes while providing consistent reliability. **Nuance** 6 is available in English for American, UK and Australian speakers, German, Spanish, and Japanese.

About Telephonetics

Founded in 1994, Telephonetics specialise in the development of high-end digital computer telephony integration projects from conception through specification. Telephonetics provides its clients every aspect of system implementation from software creation to hardware installation and support. Cinema clients employing Telephonetics equipment include: Odeon, Showcase, CineUK, UCI, Warner Village, Apollo, Virgin,  **ABC** plus many independents. Telephonetics may be contacted on 44

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